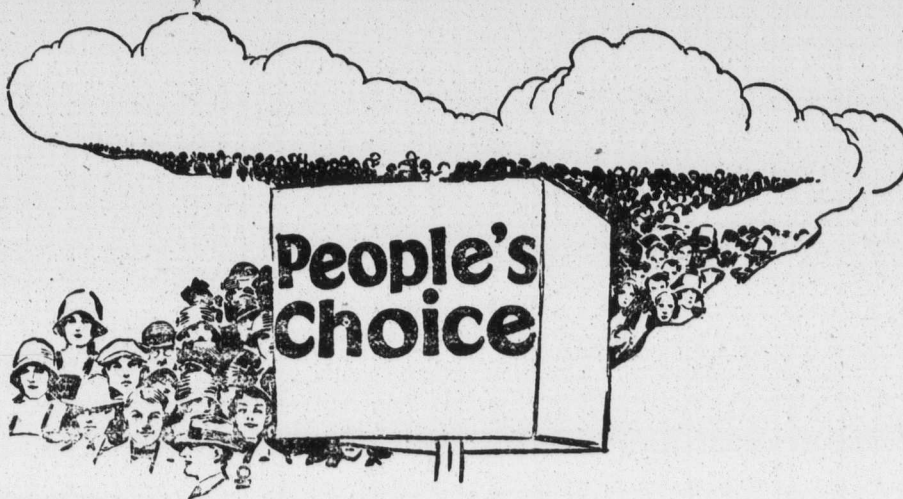


# A. D. FARRAH & CO'Y.

## October Campaign for GREATER VALUES

To The People

In keeping with the progress that must and will mark the coming winter season for Farrah's this October Campaign sets a New Value Standard greater than any of the past—and brings Variety, Beauty and Practicality to fully satisfy the "hundred and one" preferences of our customers.



### The New Fall Coats at \$27.50



Made to Retail \$33.50  
\$40.00 and Higher

**Better Than It's  
Possible to Realize  
Without Seeing Them!**

But just realize the best all wool materials that are woven, in the most fashionable colorings of the season, made into coats by the most expert workmen in the garment making industry.

Imagine the luxurious fur collars and in some cases cuffs, and the softest, most beautiful lustre silk put in as linings.

And just think such a variety of cloths. There are the new Teddy Bear, Velvetone, Marvella, Bolivia and the ever popular Velour.

As for styles elegant simplicity forms the most alluring lines that are truly distinctive and individual.

**Other Coats  
\$47.50 and \$59.50**

In the newest of all cloths the peacabloom with French Seal trimming in very bewitching styles.

### "BACK to Linens"

This is the Message of the October  
Linen Sale

To The Woman With a Home

"Back to Linens!" just a brief three word message but what a welcome sound in it!

There are lots of women who haven't bought linens since the war. They have been waiting for such a reassuring message as this. They have looked forward to the day when they could buy old fashioned linens at old fashioned prices.

*Now it is Here. Linens are "Back"*

And a woman can buy all she needs in this great October Campaign with a feeling of security and economy. She will keep in mind these three important rooms in her home.

#### Her Dining Room

She may have pattern cloths of pure linen for as little as \$5.50 in this sale. They are 2 1-2 yards by 2 yards and napkins to match 20x20 are \$5.50 a dozen other cloths in Silver Bleach quality with 12 napkins to match making a complete set priced up to \$15.50. She will buy union cloths at \$3.50 napkins to match per dozen \$3.50

#### Her Kitchen

what a delight to have pure linen crashes that will polish glassware until it shines almost like crystal. Already made up in towels with red or blue border 30c per towel. And of course there are good union crashes for the pots and pans and heavier things at 15c a yard.

#### Her Bathroom

She insists on plenty of face towels! The ones she will like best are big "thirsty" double thread towels that are thoroughly soft and absorbent size 20x36 at \$1.25 each—others from 60c up to 90c each.

There are linen guest towels of superb quality at 60c each  
There are cotton Huck towels at 20c each.

Do you wonder that the woman who has watched and waited for this "Back to Linen" message is going to plan a shopping trip to Farrah's

### Men's and Boy's Rubbers 50c

In sizes 9, 10 & 11 for Men For Boys size 3 only recede toe styles

### Clearance

Men's

Dress Shoes

**\$3.75**

Some have sold as high as \$6.50

There are black, there are tans, there are recede toes, there are box toes, there are oxfords, there are small sizes, there are large sizes. It is a clearance that no man with respect to his pocket book should miss. Now is the time to look them over.

Men's Fall Caps

**\$1.00**

In this cap you'll find a great value made of nice woolen cloth in nice patterns splendidly lined

Men's Sport Hose

**75c**

All wool sport Hose in dark brown and gray color, knee finished with nice colored trim.

MEN'S

Coat Sweaters

**\$1.50**

Excellent sweater for working man and farmer in dark heather wool mixture.

Boys Underwear

**85c**

per garment

This fine woolen underwear is sold under the Pen Angle Label which means lasting satisfaction sizes 26-32 Combinations \$1.65

Boys Sport Hose

**55c**

There is service, there is wear, there is appearance to this Hose and so little priced sizes 6 to 8 only.

BOY'S

Jersey Sweaters

**\$1.75**

There are more economy in buying a real good sweater as these, which will wear until the boy grew out of it in many desirable colors and styles.

### Comfort-Plus Underwear

It's the ease and the durability of this underwear that make these garments so desirable.

Union Suits

**\$2.25**

Pure wool in ribbed styles sizes from 34 to 44.

Two Piece Suits

**\$1.00 per gar**

Excellent garment for fall wear in ribbed style sizes 34 to 42.

Other Qualities & Weights  
in Pure Wool from

**\$1.25 per gar. up to \$4.50**

